

The Agency

Michael Cerna, Erin Clark, Madelyn Ham, Caitlin Rounds

DIVERSITY DAY

Our client, Seltzer Soda, did some research and found that 35.3% of people who get indigestion are Hispanic, middle-aged women. They want to direct a campaign towards this audience. Any ideas on how we are going to do this?



No, everyone uses the spicy food angle. What we need to do is have an attractive Mexican guitarist serenade the audience about how well the seltzer works.



Since none of us really fit this category, maybe we should familiarize ourselves with these women's routines, practices, foods...

[Interrupting Martha] Martha's right. We should have a spicy Mexican food experiment where half the group of women get the seltzer after they eat and the other don't. Then we compare how much women from each group used the



Maybe, instead of assuming that Hispanic women eat spicy food and get serenaded every day, why don't we figure out what remedy they use when they do get indigestion. Then if they don't use the seltzer, ask why and use that to convince them to use seltzer soda.

Let's do this, we go with Martha's idea BUT we can eat Mexican food on the side to stay in the Mexican spirit.



THE END

WOMENS DAY

Going over creative brief Is everyone clear on the assignment? Any questions? Jessica and Zach, can you guys handle this?



I'm really not comfortable with the past work by this client and the general nature of the ad. I tried... and I just can't.

[Relieved] Got it.

Grumbles That's fine. We'll see if someone else will trade accounts with you. Go find something to do.



I'm really uncomfortable with this ad. Have you seen the client's past work? Their ads are so uncreative and gross. They treat women like meat.

It's our job to break the sexist molds in the industry. Today's youth sees this and thinks it's ok to treat girls like eye candy as if that's their only role. I'm not okay with this objectification!

I agree with you, but I don't know what to do. He already doesn't like you. I have rent due next month. I can't afford to take a stand right now.

Whispering If you tell him you disagree with him and the client, you're going to get taken off the account.



THE END

MIKES TIKES



Michael, next week you have your scholarship fund speech, those 3rd graders are finally graduating high



Wait... Has it been 10 years?? I totally forgot I started that.



Did you forget about them?! You have the money for the scholarships right?



Well... 10 years ago I thought I would be a lot wealthier than I am now - so the short answer is no. I just wanted to feel good! I thought maybe if I didn't bring it up then others would forget too.



You better start writing your speech for next Friday then..



THE END

